

Accounting for Governments Cover Design – Project Brief

Summary

- The requirement is for a cover design for the e-book with the above title to be used when publishing the book on Amazon, Apple iBook's, etc plus sales from our own website

Book details

- Since this will only be an e-book the cover should display well in the small size available to view e-books as a prospective purchase – see Amazon Kindle examples
- The full book title is “Accounting for governments: from budget to audit”
- The brief description of the book is “How governments plan, raise, spend and then account for their use of citizens’ money in the 21st century”
- The authors are “Michael Parry and Jesse Hughes”

Key themes of the book

We accept that these themes may not all be represented in a cover design but they are included to emphasise our goals:

1. Governments raise money from and on behalf of citizens
2. Governments manage and use such public money for the benefit of citizens
3. Governments are accountable to citizens for such use of public money
4. Governments should enable accountability through transparent fiscal reporting
5. Governments have an obligation to ensure the sustainability of finance and service delivery for future generations
6. How better to achieve all of the above in the 21st century

Background and target market

This is a technical book aimed at government officials, politicians, economists and accountants working for, or advising, governments across the world. This includes both students and practitioners.

The book is international, and the cover should not emphasise any particular country or region.

Design suggestions

Below is an idea of what we have in mind, but this should not be regarded as prescriptive:

- A photo or design could be used as the background
- The graphics should emphasise the future rather than the past
- There is **no** requirement to keep to a British or US example – the target market is international

A possible design could have a variety of currency symbols feeding into an image representing government, with services from government, e.g. health, education, infrastructure, emerging as a series of simple images, but we are flexible as to designs.

It would be good if the brief description in the summary above could be used - provided it did not clutter the page and was in large enough type to be read when viewed on, for example, the Amazon website.

Technical requirements for book cover

Apple iBook's requirements are:

- A recommended size is approximately **1,600 pixels** wide by 2,400 pixels tall." "Please ensure that the image you upload is saved as a JPG or PNG file. For best results, your image should be 900 DPI and no larger than 1 MB." Cover for an Apple iBook should be at least **1400 pixels wide**

Amazon have also published guidance below on their e-book cover requirements:

File types

KDP currently accepts two types of files for cover images:

- JPEG (JPEG / JPG)
- TIFF (TIF / TIFF)

We apply additional compression to images when displaying them on the website. For the best results, upload your images with minimal compression.

Dimensions

The ideal size of your eBook cover art is a height/width ratio of 1.6:1. This means that for every 1,000 pixels in width, the image should be 1,600 pixels in height. To ensure the best quality for your image, particularly on high definition devices, the height of the image should be at least 2,500 pixels. Ideal dimensions for cover files are 2,560 x 1,600 pixels.

Note: The minimum image size allowed is 1,000 x 625 pixels. The maximum image size allowed is 10,000 x 10,000 pixels.

Size

Your cover image must be less than 50MB. Try to avoid compressing your files. This can affect the quality of your cover when displayed on reading devices. For the best results, images should have a minimum resolution of 300 PPI (pixels per inch).

Color

Product images display on the Amazon website using the RGB (red, green, blue) color mode or profile. RGB is the color mode native to the web and many color screen displays. Displayed at varying levels of intensity, these three colors create over 16 million colors. When saving and uploading your cover image file, save your file as RGB (not CMYK or sRGB) for the color profile. Look for this option in the File saving dialog of image editing programs like Photoshop.

Some programs may also refer to RGB color as "True Color." If in doubt, try opening a JPG inside Internet Explorer, Firefox, or Safari. If a JPG opens fine inside a web browser, it's probably okay to use as a cover image.

Make sure to save your image without color separation. This is usually a pre-press or color palette option. Use your image editing program or image analysis tool (some are available free online) to verify that your image file doesn't have color separation.

When uploading your final cover file to KDP, you will see an error occur if there is an issue with color mode or size.

Use color images whenever possible and relevant. In addition to the Kindle black and white E Ink reading devices, customers can read your books on full color Fire devices and free Kindle reading apps for iPhone, iPad, Android, PC or Mac.

Borders for white cover art

Cover art with white or very light backgrounds can seem to disappear against the white background. Try adding a narrow (3-4 pixel) border in medium gray to define the boundaries of the cover.

See: https://kdp.amazon.com/en_US/help/topic/G200645690

Examples of successful cover designs for other e-books

Some examples of cover designs we consider successful



